

## ORDER



**Orders**  
**Order / Rev:** 711443  
**Alt Order #:** 06303511  
**Product Desc:** ALLEN FOR SENATE  
**Estimate:** 925C01  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/04/12 / 09/05/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Allen, G/ R / Sen -VA  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	15	\$45,800.00	\$38,930.00
10/01/12	10/07/12	7	\$12,150.00	\$10,327.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	15	\$45,800.00	\$38,930.00	50.80
October 2012	7	\$12,150.00	\$10,327.50	14.90
<b>Totals</b>	<b>22</b>	<b>\$57,950.00</b>	<b>\$49,257.50</b>	<b>65.70</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/28/12	09/28/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	1:00	1	\$5,600.00	P-3	6.60	NM	1	\$5,600.00
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$5,600.00		6.60			
E 2	WUSA	09/28/12	09/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	1:00	1	\$2,000.00	P-3	2.30	NM	1	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,000.00		2.30			
E 3	WUSA	09/28/12	09/28/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	1:00	1	\$600.00	P-3	2.10	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$600.00		2.10			
E 4	WUSA	09/28/12	09/28/12	Fri Prime B CSI NY	CM	9-10P	----F--	1:00	1	\$4,400.00	P-3	4.80	NM	1	\$4,400.00
CSI NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$4,400.00		4.80			
E 5	WUSA	10/01/12	10/01/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	1:00	1	\$7,000.00	P-3	5.50	NM	1	\$7,000.00
HAWAII 5-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 711443  
 Alt Order #: 06303511  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Allen, G / R / Sen -VA  
 Product Desc: ALLEN FOR SENATE  
 Estimate: 925C01

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WUSA	10/01/12	10/01/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	1:00	1	\$7,000.00	P-3	5.50	NM	1	\$7,000.00
HAWAII 5-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$7,000.00		5.50			
E 6	WUSA	10/01/12	10/01/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	1:00	1	\$2,000.00	P-3	2.30	NM	1	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,000.00		2.30			
E 7	WUSA	10/01/12	10/01/12	Letterman Late Night with David Letterman	CM	1135P-1237A	M-----	1:00	1	\$800.00	P-3	1.10	NM	1	\$800.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$800.00		1.10			
E 8	WUSA	10/01/12	10/01/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	1:00	1	\$600.00	P-3	2.10	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$600.00		2.10			
E 9	WUSA	10/01/12	10/01/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	1:00	1	\$600.00	P-3	1.40	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$600.00		1.40			
E 10	WUSA	10/01/12	10/01/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	1:00	1	\$450.00	P-3	1.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$450.00		1.00			
E 11	WUSA	10/01/12	10/01/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	1:00	1	\$700.00	P-3	1.50	NM	1	\$700.00
NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$700.00		1.50			
E 12	WUSA	09/29/12	09/29/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	1:00	1	\$450.00	P-3	1.20	NM	1	\$450.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$450.00		1.20			
E 13	WUSA	09/30/12	09/30/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	1:00	1	\$800.00	P-3	3.80	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$800.00		3.80			
E 14	WUSA	09/30/12	09/30/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	1:00	1	\$14,000.00	P-3	8.00	NM	1	\$14,000.00
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$14,000.00		8.00			
E 15	WUSA	09/27/12	09/27/12	Letterman Late Night with David Letterman	CM	1135P-1237A	---T---	1:00	1	\$800.00	P-3	1.10	NM	1	\$800.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$800.00		1.10			
E 16	WUSA	09/25/12	09/25/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-T-----	1:00	1	\$2,000.00	P-3	2.30	NM	1	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$2,000.00		2.30			
E 17	WUSA	09/25/12	09/25/12		CM	1135P-1237A	-T-----	1:00	1	\$800.00	P-3	1.10	NM	1	\$800.00

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Advertiser: Allen, G/ R / Sen -VA  
 Product Desc: ALLEN FOR SENATE  
 Estimate: 925C01

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Letterman											
				Late Night with David Letterman											
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-T-----			1				\$800.00		1.10			
E 18	WUSA	09/25/12	09/25/12	9 News @ Noon	CM	12-1230P	-T-----	1:00	1	\$600.00	P-3	2.10	NM	1	\$600.00
				9 News @ Noon											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-T-----			1				\$600.00		2.10			
E 19	WUSA	09/25/12	09/25/12	6-7a 9 News @ 6a	CM	6-7a	-T-----	1:00	1	\$450.00	P-3	1.00	NM	1	\$450.00
				9News @ 6a											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-T-----			1				\$450.00		1.00			
E 20	WUSA	09/25/12	09/25/12	Tue Prime A	CM	8-9P	-T-----	1:00	1	\$12,000.00	P-3	11.50	NM	1	\$12,000.00
				NCIS											
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-T-----			1				\$12,000.00		11.50			
E 21	WUSA	09/26/12	09/26/12	9 News @ 5p	CM	5-6p	--W----	1:00	1	\$600.00	P-3	1.40	NM	1	\$600.00
				9 News @ 5p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	--W----			1				\$600.00		1.40			
E 22	WUSA	09/26/12	09/26/12	9 News Tonight 7p	CM	7-730p	--W----	1:00	1	\$700.00	P-3	1.50	NM	1	\$700.00
				9 News Tonight 7p											
NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	--W----			1				\$700.00		1.50			
													Totals	22	\$57,950.00